Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– • EXAMINATION – WINTER 2015

Subject Code: 2830403   **Date: 07/12/2015**
Subject Name: Business Process Reengineering (BPR)
Time:10.30 AM TO 01.30 PM   **Total Marks: 70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q – 1 (A)   Answer the following multiple choice questions   6

1. Which of the following is not an example of a business process?
   a. Designing a new product   b. Hiring an employee
   c. Purchasing services   d. Testing software
2. Which one of the following statements would not apply to the concept of business process reengineering (BPR).
   a. BPR is used to achieve improvements in the quantity offered of products and services.
   b. BPR is used to achieve improvements in the cost of products and services.
   c. BPR is used to achieve improvements in the quality of products and services.
   d. BPR is used to achieve improvements in the speed of delivery of products and services.
3. One of the most important implementations of competitive strategies is business process re-engineering (BPR). What is BPR?
   a. A customer's perception of a customer-focused business that offers the best value.
   b. A fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in cost, quality, speed and service.
   c. Organizational operations and development.
   d. A customer's perception that uses the Internet
4. The strategic role of information systems involves using information technology to develop products, services, and capabilities that give a company major advantages over the competitive forces it faces in the marketplace. How is this accomplished?
   a. Through a strategic information architecture
   b. Through competitive forces
   c. Through knowledge management
   d. All of the above

5. Which of the following statements is NOT true regarding virtual companies?

    a. Forming a virtual company can be one of the most important strategic uses of information technology.

    b. Virtual companies typically form virtual workgroups and alliances with customers, organized into clusters of process and cross-functional teams linked by intranets.

    c. A virtual company is an organization that uses information technology to link people, organizations, assets, and ideas.

    d. A virtual company uses the Internet, intranets, and extranets to form virtual workgroups and support alliances with business partners.

6. Following is not a key target of Business Re-engineering Process.

    a. Customer friendliness   **b.** Effectiveness

    c. Efficiency   **d.** Downsizing

Q – 1 (B)	Explain the terms with example	**4**

    a. Business Process
    b. Business Process Redesign
    c. Business Process Reengineering
    d. Project

Q – 1 (C)	Explain the dimensions of business process in detail.	**4**
Q – 2 (A)	Explain the need of Reengineering in detail.	**7**
Q – 2 (B)	Explain the roll of Information Technology in Reengineering.	**7**

<div align="center">OR</div>

Q – 2 (B)	Describe the enablers of Business Process Reengineering in Manufacturing.	**7**
Q – 3 (A)	Explain the various steps of BPR Methodology.	**7**
Q – 3 (B)	Explain the reasons for BPR project failure and success.	**7**

<div align="center">OR</div>

Q – 3 (A)	Describe the Just-in-Time (JIT) production.	**7**
Q – 3 (B)	Differentiate between BPR and Enterprise Resources Planning (ERP).	**7**
Q – 4 (A)	Describe the functions of Human Resources Management with a Suitable diagram.	**7**
Q – 4 (B)	Discuss the essential elements of Marketing and Sales function.	**7**

<div align="center">OR</div>

Q – 4 (A)	Explain the various steps of Lean Manufacturing implementation in detail.	**7**
Q – 4 (B)	Define Enterprise Resource Planning (ERP) and also describe the some major characteristics of ERP?	**7**
Q – 5	With reference to a Retail Industry as an example,	**14**

    a. Explain briefly as to at what stage of BPR "Choices" should be applied.
    b. Outline the Scope for BPR of Billing Process.
    c. Sketch the Re-engineering of the Accounts Payable Process.

<div align="center">OR</div>

Q – 5	How does Value Chain Analysis help in identifying areas offering a potential candidate for Re-engineering? What are the other tools which can be used for identifying areas for re-engineering?	**14**

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